

Nintendo 100-Year History

1889: Fusajiro Yamauchi, great-grandfather of the present president, began manufacturing "Hanafuda", Japanese playing cards in Kyoto.

1933: Established an unlimited partnership, Yamauchi Nintendo & Co.

1947: Began a distribution company, Marufuku Co. Ltd.

1950: Changed the company name from Marufuku Co. Ltd. to Nintendo Playing Card Co. Ltd. Hiroshi Yamauchi took office as President. Absorbed the manufacturing operations of Yamauchi Nintendo & Co.

1952: Consolidated factories were dispersed in Kyoto.

1953: Became the first to succeed in manufacturing mass-produced plastic playing cards in Japan.

1959: Started selling cards printed with Walt Disney characters, opening a new market in children's playing cards. The card department boomed!

1962: In January, listed stock on the second section of the Osaka Stock Exchange and on the Kyoto Stock Exchange.

1963: Changed company name to Nintendo Co. Ltd. and started manufacturing games in addition to playing cards.

1969: Expanded and reinforced the game department; built production plant in Uji City, a suburb of Kyoto.

1970: Stock listing was changed to the first section of the Osaka Stock Exchange. Reconstruction and enlargement of corporate headquarters was completed. Started selling the Beam gun Series, employing optoelectronics. Introduced electronic technology into the toy industry for the first time in Japan.

1973: Developed laser clay shooting system to succeed bowling as a major pastime.

1974: Developed image projection system employing 16mm film projector for amusement arcades. Began exporting them to America and Europe.

1975: In cooperation with Mitsubishi Electric, Developed video game system using electronic video recording (EVR) player. Introduced the microprocessor into the video game system the next year.

1977: Developed home-use video games in cooperation with Mitsubishi Electric.

1978: Created and started selling coin-operated video games using microcomputers.

1979: Started an operations division for coin-operated games.

1980: Announced a wholly owned subsidiary, Nintendo of America Inc. in New York. Started selling Game & Watch product line, incorporating liquid crystals and digital quartz.

1981: Developed and began distribution of the coin-operated video game "Donkey Kong". This video game enjoyed great popularity.

1982: Merged New York subsidiary into Nintendo of America Inc., a wholly owned subsidiary headquartered in Seattle, Washington, U.S.A., with a capital of \$600,000.

1983: Built a new plant in Uji City to increase production capacity and to allow for business expansion. Established Nintendo Entertainment Centers Ltd. in Vancouver, B.C., Canada, to operate a family entertainment center. Raised authorized capital of Nintendo of America Inc. to \$10 million. In July, listed stock on the first section of the Tokyo Stock Exchange. Started selling the home video game console "Family Computer" employing a custom CPU (Custom Processing Unit) and PPU (Picture Processing Unit).

1984: Developed and started selling the unique 2-screen interactive coin-operated video game "VS. System".

1985: Started to sell the U.S. version Family Computer "Nintendo Entertainment System" in America. Developed and started selling game software "Super Mario Bros." for the family computer.

1986: Developed and started selling the "Family Computer Disk Drive System" to expand the functions of the Family Computer. Began installation of the "Disk Writer" to rewrite game software.

1987: Sponsored a Family Computer "Golf Tournament" as a communications test using the public telephone network and Disk Faxes to aid in building a Family Computer network.

1988: Nintendo of America Inc. published first issue of Nintendo Power in July. Researched and developed the Hands Free Controller, making the Nintendo Entertainment System accessible to many more Nintendo fans.

1989: Released "The Adventure of Link", sequel to the top-selling game "The Legend of Zelda" in the U.S. Started "World of Nintendo" displays in U.S. to help market Nintendo products. Studies show that children are as familiar with "Mario" as they are with Mickey Mouse and Bugs Bunny!

1990: Introduced Game Boy, the first portable, handheld game system with interchangeable game paks. Nintendo Power Fest featuring the Nintendo World Championships tours the country.